

Message Text

UNCLASSIFIED

PAGE 01 STATE 046168

21

ORIGIN NEA-09

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-15 OPIC-06 /038 R

DRAFTED BY NEA/RA:HMMONTGOMERY:EO

APPROVED BY NEA/RA:SEPALMERJR.

EB/CBA:POCONNOR(INFO)

COMMERCE/CAGNE:PHALE

USIA/INA:DGRAY (SUBSTANCE)

NEA/ARP:QLUMSDEN(INFO)

OPIC:DGREGG (INFO)

NEA/P:GSHERMAN (INFO)

NEA/EGY:GBROWN (SUB)

----- 108351

R 282334Z PEB 75

FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

AMEMBASSY JIDDA

AMEMBASSY CAIRO

AMEMBASSY MANAMA

AMEMBASSY DOHA

AMEMBASSY MUSCAT

AMEMBASSY KUWAIT

INFO AMEMBASSY BEIRUT

UNCLAS STATE 046168

E.O. 11652N/A

TAGS:BTRA, XF, TC, SA, EG, BA, QA, MU,

SUBJECT:"BUSINESS WEEK" MIDEAST ADVERTISING SECTION -
TRAVEL OF INGERSOLL/BERAN

1. JEAN M. INGERSOLL (INTERNATIONAL BUSINESS CONSULTANT) AND DENIS C. BERAN (BUSINESS WEEK'S DIRECTOR OF MARKETING) VISITING DUBAI, ABU DHABI, RIYADH, JIDDA AND CAIRO MARCH 12 - 20 (APPROXIMATELY) IN CONNECTION WITH SPECIAL ADVERTISING SECTION COVERING BAHRAIN, EGYPT, KUWAIT, OMAN, QATAR, SAUDI ARABIA AND UAE SCHEDULED FOR PUBLICATION AUGUST 11, ISSUE OF "BUSINESS WEEK". INGERSOLL PLANS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 046168

ONWARD TRAVEL FROM CAIRO TO MANAMA, DOHA, MUSCAT AND KUWAIT
FOR SAME PURPOSE.

2. ACCORDING MS. INGERSOLL, AUG 11 SPECIAL ADVERTISING
SECTION FIRST OF SERIES "BUSINESS WEEK" PLANS FOCUSING
ON NATIONAL AND REGIONAL DEVELOPMENT OF MEMBER STATES OF
ARAB LEAGUE. SECTIONS TO PROVIDE ARAB STATES WITH MEANS
TO INFORM AMERICAN BUSINESSMEN -- INCLUDING POTENTIAL
JOINT VENTURE PARTNERS -- OF SALIENT ASPECTS OF NATIONAL
ECONOMIC LIFE AND POLICY, INCLUDING OPPORTUNITIES FOR
INVESTMENT AND TRADE AND ARAB INTEREST IN STRENGTHENING
AND EXPANDING ECONOMIC TIES WITH US. APART FROM TEXTS AND
PHOTOGRAPHS PROVIDED BY SUBSCRIBING GOVERNMENTS (AT LEAST
SIX PAGES EACH INCLUDING MESSAGE FROM HEAD OF STATE)

SECTION TO CARRY OVERVIEW STATEMENTS ON US-ARAB
ECONOMIC COOPERATION.

3. BUSINESS WEEK, PUBLISHED BY MCGRAW HILL, CLAIMS 3.4
MILLION READERS -- MAINLY MANAGERS IN BUSINESS,
INDUSTRY AND GOVERNMENT. SPECIAL ADVERTISING SECTIONS
(16 TO 68 PAGES EACH) CARRIED IN 1973-74 ON MEXICO,
BRAZIL, JAPAN, USSR AND SOUTH AFRICA.

4. BERAN/INGERSOLL ITINERARY THROUGH CAIRO AS FOLLOWS:

MARCH 6 - 12, TEHRAN, (COMMODORE HOTEL);
MARCH 12, DUBAI;
MARCH 12 - 13, ABU DHABI (BEACH HOTEL -- UNCONFIRMED);
MARCH 13 - 14, DUBAI (AMBASSADOR HOTEL -- UNCONFIRMED);
MARCH 14 - 15, RIYADH, (AL-YAMAMA HOTEL -UNCONFIRMED);
MARCH 15 - 17 JIDDA (AL-HARAIN - UNCONFIRMED);
MARCH 17 - 31, CAIRO (SEMARAMIS - UNCONFIRMED).

5. BUSINESS WEEK HAS PRELIMINARY COMMITMENT FROM
EGYPTIAN GOVERNMENT, VISITORS WILL HAVE APPOINTMENTS
THERE WITH TAHER AMIN AND REPRESENTATIVE OF PM'S OFFICE,
KUWAITI GOVERNMENT ALSO ALREADY HAD INDICATED INTEREST.

6. MS. INGERSOLL HAS TELEXED MINISTERS OF INFORMATION
IN UAE (BIN HAMID), SAUDI ARABIA (AL-ANGARI)
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 046168

OF QATAR (AL-KAWARI), BAHRAIN (AL-MOAYYED) AND OMAN
CHAMBER OF COMMERCE. SEEKING APPOINTMENTS TO DISCUSS
PROPOSAL. IN CABLES TO MINISTER IN UAE AND SAUDI ARABIA
AND OMAN CHAMBER SHE ALSO ASKS ASSISTANCE WITH HOTEL
RESERVATIONS. COPIES OF CABLES SENT COMMERCIAL OFFICERS
IN JIDDA AND ABU DHABI, WITH SEPARATE CABLES TO THOSE
IN MANAMA AND DOHA. CABLE TO EMBASSY MUSCAT TO FOLLOW

RESPONSE FROM CHAMBER.

7. MS. INGERSOLL WOULD APPRECIATE EMBASSY ASSISTANCE AS POSSIBLE AND APPROPRIATE IN CONFIRMING APPOINTMENTS WITH MINISTERS OF INFORMATION AND (B) HOTEL RESERVATIONS.

(SHE EXPRESSES APPRECIATION FOR HELP RECEIVED IN KUWAIT AND CAIRO DURING TRIP LAST OCTOBER.)SHE REALIZES,BASIS OUR ADVICE, CERTAIN EMBASSIES WILL BE FULLY OCCUPIED WITH OTHER BUSINESS AND THEREFORE NOT BE ABLE TO RENDER ASSISTANCE FOR THIS VISIT. KISSINGER

UNCLASSIFIED

NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE046168
Document Source: CORE
Document Unique ID: 00
Drafter: HMMONTGOMERY:EO
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: D750072-0879
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750284/aaaagtnp.tel
Line Count: 130
Locator: TEXT ON MICROFILM, TEXT ON-LINE
Office: ORIGIN NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAY 2003 by BrownAM>; APPROVED <16 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> srp 971014
Subject: BUSINESS WEEK" MIDEAST ADVERTISING SECTION - TRAVEL OF INGERSOLL/BERAN
TAGS: BTRA, XF, (BERAN, DENIS C), (INGERSOLL, JEAN M)
To: ABU DHABI
MULTIPLE INFO BEIRUT
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006